



WEWS

ORDER

Flight Dates **09/12/12-09/18/12**

Contract / Revision **310618 /** Product **Romney For President 9.12-9.18.12**

Original Date / Revision 09/11/12 09/11/12 Agency Com 15%

Advertiser **Romney / Republican / Presi** Billing Contact

**138 Conant Street
Beverly, MA 01915**

Agency **American Rambler Producti**

Buying Contact

**138 Conant Street
Beverly, MA 01915**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **Order # 72**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A35+

Rev Codes POL POL CAND

Product Codes PL

Priority P-2

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share 100% Market Value 105300

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WBNX	%	0
WDLI	%	0
WEAO	%	0
WGGN	%	0
WJW	%	0
WKYC	%	0
WMFD	%	0
WOAC	%	0
WOIO	%	0
WQHS	%	0
WUAB	%	0
WVIZ	%	0
WVPX	%	0

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
September 2012	109	\$89,505.00	\$105,300.00	0.00	08/27/12	09/18/12	109	\$89,505.00	\$105,300.00
Totals	109	\$89,505.00	\$105,300.00	0.00					

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 1	WEWS	09/12/12	09/18/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	MTWTF--	:30	6	\$450.00	P-2	0.00	NM	10	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					6	\$450.00		0.00			
		Week: 09/17/12	09/23/12	MT-----					4	\$450.00		0.00			
N 2	WEWS	09/12/12	09/18/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$500.00	P-2	0.00	NM	10	\$5,000.00



WEWS

Print Date: 09/19/12

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Contract / Revision **310618** Flight Dates **09/12/12-09/18/12**

Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pre** Product **Romney For President 9.12** Estimate # **Order # 72**

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 2	WEWS	09/12/12	09/18/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	MTWTF--	:30	6	\$500.00	P-2	0.00	NM	10	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$500.00		0.00			
Week:		09/17/12	09/23/12	MT-----					4	\$500.00		0.00			
N 3	WEWS	09/12/12	09/18/12	M-F 9-10a M-F 9-10a	CM	9-10a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$450.00		0.00			
Week:		09/17/12	09/23/12	MT-----					2	\$450.00		0.00			
N 4	WEWS	09/12/12	09/18/12	M-F 10-11a M-F 10-11a	CM	10-11a	MTWTF--	:30	3	\$450.00	P-2	0.00	NM	5	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$450.00		0.00			
Week:		09/17/12	09/23/12	MT-----					2	\$450.00		0.00			
N 5	WEWS	09/12/12	09/18/12	M-F 11-12p M-F 11-12p	CM	11a-12p	MTWTF--	:30	3	\$800.00	P-2	0.00	NM	5	\$4,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$800.00		0.00			
Week:		09/17/12	09/23/12	MT-----					2	\$800.00		0.00			
N 6	WEWS	09/12/12	09/18/12	M-F 12pm News M-F 12p News	CM	12-1p	MTWTF--	:30	6	\$700.00	P-2	0.00	NM	10	\$7,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$700.00		0.00			
Week:		09/17/12	09/23/12	MT-----					4	\$700.00		0.00			
N 7	WEWS	09/12/12	09/18/12	M-F 2-3p 2-3pm General Hospital	CM	2-3p	MTWTF--	:30	3	\$600.00	P-2	0.00	NM	5	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$600.00		0.00			
Week:		09/17/12	09/23/12	MT-----					2	\$600.00		0.00			
N 8	WEWS	09/12/12	09/18/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	MTWTF--	:30	6	\$850.00	P-2	0.00	NM	10	\$8,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$850.00		0.00			
Week:		09/17/12	09/23/12	MT-----					4	\$850.00		0.00			
N 9	WEWS	09/12/12	09/18/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	MTWTF--	:30	6	\$1,100.00	P-2	0.00	NM	10	\$11,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					6	\$1,100.00		0.00			
Week:		09/17/12	09/23/12	MT-----					4	\$1,100.00		0.00			
N 10	WEWS	09/12/12	09/18/12	M-F 7-730p M-F 7-730p	CM	7-730p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$2,000.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 11	WEWS	09/12/12	09/18/12	M-F 730-8P M-F 730-8P	CM	730-8p	MTWTF--	:30	3	\$2,000.00	P-2	0.00	NM	3	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		09/10/12	09/16/12	--WTF--					3	\$2,000.00		0.00			
Week:		09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 12	WEWS	09/12/12	09/18/12	M-SU 11-1135P Late News M-SU 11-1135P Late News	CM	11-1135p	MTWTF-S	:30	6	\$2,200.00	P-2	0.00	NM	12	\$26,400.00



WEWS

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Hiatus Dates

Original Date / Revision 09/11/12/ 09/11/12

Order Sep 00:20:00

Advertiser **Romney / Republican / Pres** Product **Romney For President 9.12** Estimate # **Order # 72**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 12	WEWS	09/12/12	09/18/12	M-SU 11-1135P Late New M-SU 11-1135P Late New	CM	11-1135p	MTWTF-S	:30	6	\$2,200.00	P-2	0.00	NM	12	\$26,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF-S					8	\$2,200.00		0.00			
		Week: 09/17/12	09/23/12	MT-----					4	\$2,200.00		0.00			
N 13	WEWS	09/12/12	09/18/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	MTWTF--	:30	6	\$800.00	P-2	0.00	NM	10	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					6	\$800.00		0.00			
		Week: 09/17/12	09/23/12	MT-----					4	\$800.00		0.00			
N 14	WEWS	09/12/12	09/18/12	M-F GMC 5-6a M-F GMC 5-6a	CM	5-6a	MTWTF--	:30	3	\$350.00	P-2	0.00	NM	5	\$1,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	--WTF--					3	\$350.00		0.00			
		Week: 09/17/12	09/23/12	MT-----					2	\$350.00		0.00			
N 15	WEWS	09/12/12	09/18/12	Friday Prime C Friday Prime C	CM	10-11p	----F--	:30	1	\$3,000.00	P-2	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	----F--					1	\$3,000.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 16	WEWS	09/12/12	09/18/12	Sa 6a-8a News Sa 6-8a News	CM	6-8a	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$350.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 17	WEWS	09/12/12	09/18/12	SA GMA 8-9a SA GMA 8-9a	CM	8-9a	-----S-	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S-					1	\$500.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 18	WEWS	09/12/12	09/18/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	:30	1	\$500.00	P-2	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$500.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 19	WEWS	09/12/12	09/18/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	:30	1	\$800.00	P-2	0.00	NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$800.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
N 20	WEWS	09/12/12	09/18/12	Sunday Prime A Sunday Prime A	CM	7-8p	-----S	:30	1	\$4,500.00	P-2	0.00	NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 09/10/12	09/16/12	-----S					1	\$4,500.00		0.00			
		Week: 09/17/12	09/23/12	-----					0	\$0.00		0.00			
Totals														109	\$105,300.00